Special Report: DoD's Exchange Study

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Military Market

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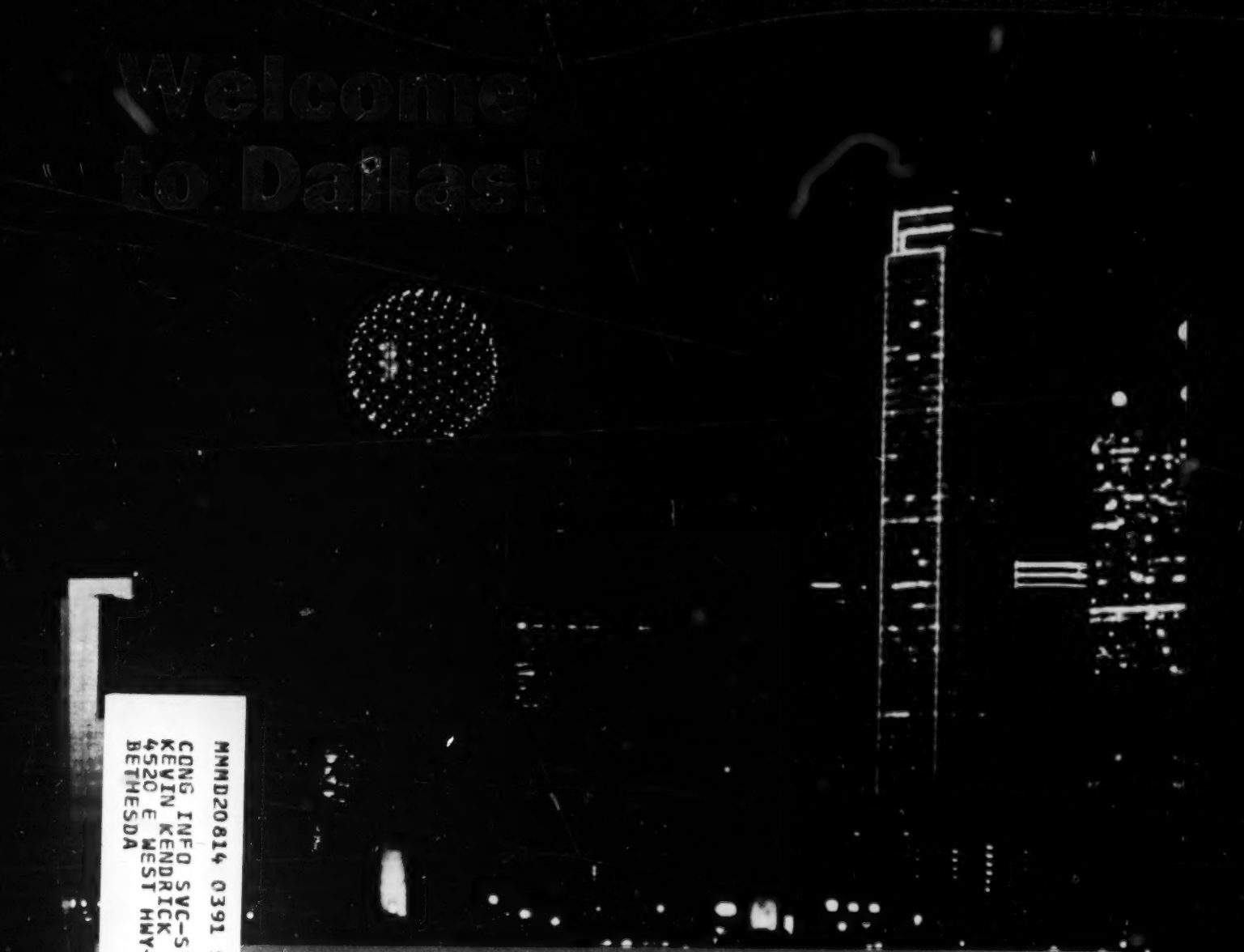

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INSIDE: Your MESPDW Handbook

- Delegate directories!
- Exhibitor listings!
- Maps!
- Show tips!
- Tourist guide!
- and much, much more!

CONTENTS

Col. Tom Loughlin has Jones II up and running — 34

AUGUST 1990 VOL. 41, NO. 8

News

☐ A memo from Air Force Secretary Donald Rice urges immediate exchange consolidation. ☐ Congress and Pentagon are at odds over benefits extensions for involuntarily separated military personnel. ☐ The Navy is close to consolidating three East Coast regions into one FSO. ☐ "Scuttlebutt." ☐ DeCA transition team is at work in temporary quarters. ☐ Veterans Canteen Service is organizationally shifted to Acquistions and Facilities. 6

Letters 16

Report from Little Creek
An interview with Col. Tom Loughlin, staff director of the Armed Forces Exchange Study 52

An Open Letter from Cmdr. John E. Flanagan, retired 42

Market Report
Character watches offer a new face of time. 46

System of the Month
Veterans Canteen Service makes a comeback. 48

An Open Letter from Cmdr. John E. Flanagan, retired 42

Welcome to Dallas — Your 1990 MESPDW Handbook 52

Departments

Military Market Index 4
New Products 82
Marketing 84
People 85
Classifieds 85
Calendar 86
Comix/Ad Index 87
The Last Word 88

COVER PHOTO, DALLAS VISITORS AND CONVENTION BUREAU, DESIGN by JOANNE OSTENDORF

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Military Market Index

COMMISSARIES — APRIL / YEAR-TO-DATE

		APRIL CY'89	APRIL CY'90	APRIL % CHANGE	YEAR-TO-DATE CY'89	YEAR-TO-DATE CY'90	YEAR-TO-DATE % CHANGE
	CONUS	$121,590	$126,630	+4.15	$469,775	$503,160	+7.11
	OVERSEAS	45,045	45,150	+0.23	174,510	180,180	+3.25
ARMY	**TOTAL**	**166,635**	**171,780**	**+3.09**	**644,285**	**683,340**	**+6.06**
	CONUS	179,840	179,581	-0.14	680,110	749,041	+10.14
	OVERSEAS	39,686	38,852	-2.10	147,109	159,676	+8.54
AIR FORCE	**TOTAL**	**219,526**	**218,433**	**-0.50**	**827,219**	**908,717**	**+9.85**
	CONUS	63,632	69,243	+8.82	267,392	288,666	+7.96
	OVERSEAS	7,166	7,445	+3.89	29,601	30,989	+4.69
NAVY	**TOTAL**	**70,798**	**76,688**	**+8.32**	**296,993**	**319,655**	**+7.63**
	CONUS	14,634	14,444	-1.30	57,017	61,799	+8.39
	OVERSEAS	353	263	-25.50	1,278	1,127	-11.82
MARINE CORPS*	**TOTAL**	**14,987**	**14,707**	**-1.87**	**58,295**	**62,926**	**+7.94**
	CONUS	260	280	+7.69	1,120	1,158	+3.39
	OVERSEAS	406	355	-12.56	1,331	1,171	-12.02
COAST GUARD	**TOTAL**	**666**	**635**	**-4.65**	**2,451**	**2,329**	**-4.98**
	CONUS	$379,956	$390,178	+2.69	$1,475,414	$1,603,824	+8.70
	OVERSEAS	$92,656	$92,065	-0.64	$353,829	$373,143	+5.46
ALL COMMISSARIES	**TOTAL**	**$472,612**	**$482,243**	**+2.04**	**$1,829,243**	**$1,976,967**	**+8.08**

EXCHANGES — APRIL / YEAR-TO-DATE

		APRIL CY'89	APRIL CY'90	APRIL % CHANGE	YEAR-TO-DATE CY'89	YEAR-TO-DATE CY'90	YEAR-TO-DATE % CHANGE
	CONUS	$323,379	$341,359	+5.56	$1,106,985	$1,244,522	+12.42
	OVERSEAS	246,605	258,533	+4.84	867,653	938,561	+8.17
AAFES	**TOTAL**	**569,984**	**599,892**	**+5.25**	**1,974,638**	**2,183,083**	**+10.56**
	CONUS[2]	927	1,038	+11.97	3,200	4,418	+38.06
	OVERSEAS[2]	1,678	2,226	+32.66	5,570	9,148	+64.24
MAIL ORDER	**TOTAL[3]**	**2,605**	**3,264**	**+25.30**	**8,770**	**13,566**	**+54.69**
	ConUS[4]	106,520	103,754	-2.60	397,488	412,266	+3.72
	OVERSEAS[4]	42,961	47,745	+11.14	166,156	182,897	+10.08
NAVY	**TOTAL[4]**	**149,481**	**151,499**	**+1.35**	**563,644**	**595,163**	**+5.59**
	CONUS	23,817	30,893	+29.71	103,788	117,466	+13.18
	OVERSEAS	3,351	3,552	+6.00	16,574	14,116	-14.83
MARINE CORPS*	**TOTAL[2]**	**27,168**	**34,445**	**+26.79**	**120,362**	**131,582**	**+9.32**
	CONUS[2]	6,995	7,498	+7.19	27,310	28,706	+5.11
	OVERSEAS[2]	604	635	+5.13	2,377	2,461	+3.53
COAST GUARD	**TOTAL[2]**	**7,599**	**8,133**	**+7.03**	**29,687**	**31,167**	**+4.99**
	CONUS	$461,638	$484,542	+4.96	$1,638,771	$1,807,378	+10.29
	OVERSEAS	$295,199	$312,691	+5.93	$1,058,330	$1,147,183	+8.40
ALL EXCHANGES	**TOTAL**	**$756,837**	**$797,233**	**+5.34**	**$2,697,101**	**$2,954,561**	**+9.55**

1) SOURCE: U.S. Department of Commerce. 2) MM estimate, based on official data. 3) Includes consolidated sales for all services, including Coast Guard. 4) Does not include sales of ships stores. *Overseas Marine Corps figures do not include those for camps Butler a Iwakuni, which were unavailable at press time. NOTE: Individual figures may not equal totals because of rounding. All sales are expressed in thousands (000), except grocery and department stores, which are in billions. Commissary sales include appropriate surcharges; exchange sales include concession volume. Distribution of sales by ConUS and overseas is based on definition by respective service and system. Figures do not include sales tax.

Marty Baumann for Military Market Magazine